

Submitted by  
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## Bring Winning Back to Michigan Comparison

Michigan Strategic Fund	FY11 <u>Appropriations</u>	FY12 <u>Recommendation</u>	FY13 <u>Recommendation</u>
<u>Existing:</u>			
Administration	\$ 2,505,200	\$ 2,786,200	\$ 2,786,200
Job Creation Services	16,628,000	16,192,300	16,192,300
Michigan Promotion Program	5,402,800	0	0
Community Development Block Grants	53,000,000	47,000,000	47,000,000
Arts and Cultural Grants	2,567,400	2,580,300	2,580,300
Michigan Film Office	742,800	766,900	766,900
Film Incentive Program	0	25,000,000	25,000,000
<u>New:</u>			
Quality of Place and Talent Enhancement	0	5,000,000	5,000,000
Active and Retirees Insurance and Pension Adjustment	0	0	450,600

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## Bring Winning Back to Michigan Comparison (continued)

Michigan Strategic Fund	FY11 <u>Appropriations</u>	FY12 <u>Recommendation</u>	FY13 <u>Recommendation</u>
<u>Existing:</u>			
Jobs for Michigan Investment Fund:			
21st Century Jobs Programs	55,000,000	0	0
Pure Michigan	20,000,000	25,000,000	25,000,000
Innovation and Entrepreneurship	0	25,000,000	25,000,000
Business Attraction /Economic Gardening **	0	25,000,000*	25,000,000
<u>New:</u>			
Business Attraction /Economic Gardening- General Fund **	0	25,000,000*	25,000,000

\* See Appendix E for details and additional information on business tax credit incentives.

\*\* New appropriation to replace business tax credit programs that have not been appropriated but are operated through the business tax return process. This is a part of the business tax changes proposed in the Executive Recommendation.

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## FY12 *Pure Michigan*

(\$ in millions)

### Advertising

#### Spring/Summer National

Cable TV Buy \$ 10.0

Spring/Summer Regional Buy 7.5

Fall Regional Buy 2.5

Winter Regional Buy 2.0

### Other

Publications, tourism information,  
public relations, social media,  
website optimization 3.0

TOTAL \$ 25.0

Advertising includes media buy, agency fee, and production expenses

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## Innovation and Entrepreneurship

This item operates the initiatives that have become an important part of the 21<sup>st</sup> Century Jobs Program since its inception. This details the \$25 million allocation planned for FY12.

Entrepreneurial Support & Capital \$ 11.35

Business Incubator/Accelerator Support 5.50

Business Development and Marketing 3.75

Administration 3.00

Emerging Technology Fund (SBIR/STTR) 1.40

TOTAL \$ 25.00

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